



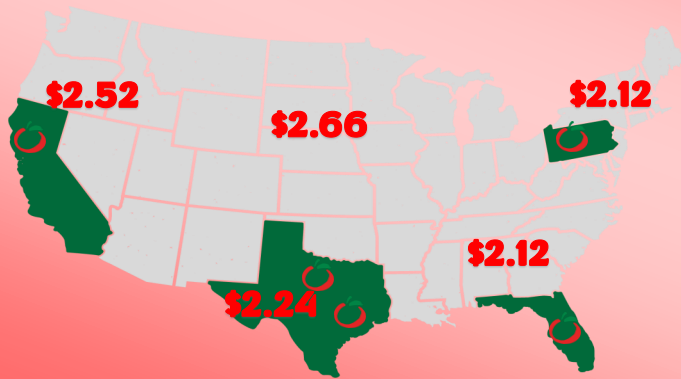
Fresh News

Market Alert

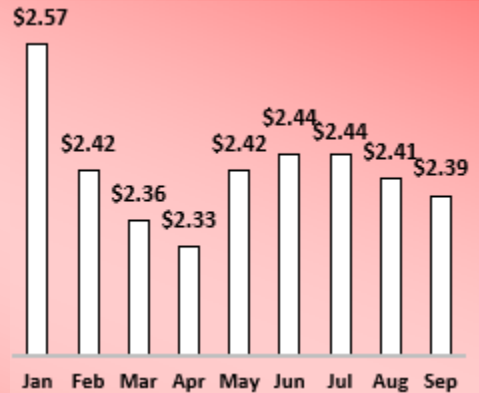
- ◆ Avocados
- ◆ Blackberries
- ◆ Blueberries
- ◆ Broccoli
- ◆ Cauliflower
- ◆ Green Onions
- ◆ Mushrooms
- ◆ Oranges
- ◆ Pineapple
- ◆ Strawberries
- ◆ Tomatoes



National Reefer Rate per Mile (Last Week per DAT)



Trend



Weather Alerts

Location	Current Temp	High/Low	Forecast
Watsonville	+77°	+78° / +54°	Sunny
Salinas	+70°	+71° / +53°	Sunny
Culiacan	+95°	+97° / +78°	Partly Cloudy
Newman	+95°	+97° / +78°	Sunny
Yakima	+85°	+91° / +64°	Cloudy

A Fresh Take on Value-Added Distribution

Tomatoes

East Coast

Growers in Tennessee are consistently producing top-notch roma crops. The North Carolina program experienced a temporary decrease in production this week. However, there is good news on the horizon as a new field is expected to begin operations soon, which will bring production back up to the anticipated levels. In October, production will move back to Florida for the Winter season. This week, Tennessee is producing a variety of round tomatoes, with a higher proportion of vine-ripened tomatoes in comparison to fully mature green ones. The quality remains excellent, as it has been positively impacted by an extended period of dry weather conditions. Farmers in Virginia are expected to start growing Fall round tomato harvests in the upcoming week, with an anticipated increase in volume by the following week. In addition, there are various local and regional programs that provide a steady supply of high-quality fruit. The grape tomato production in Virginia has been slightly affected this week by the cooler temperature, but there is still an ample supply available. The production of grape tomatoes in Tennessee and North Carolina remains steady, ensuring a sufficient supply to meet demand. The final pack has been of satisfactory quality, although there has been some loss of fruit during the packout process. Production in these regions is expected to continue, possibly lasting until October, depending on weather conditions. In the Palmetto/Ruskin area, grape tomatoes are anticipated to be harvested shortly before the conclusion of Virginia's growing season.



West Coast

The production in California has remained relatively stable. While some producers are experiencing fluctuations in quality due to factors such as cultivation sites and crop development stage, the quality of our product remains consistently high. California's production in the western region has remained steady. Unfortunately, the recent heatwave has had a negative impact on the productivity of growers, leading to a decrease in output. The management of size distribution has been successful, resulting in a satisfactory overall quality. However, it is worth noting that the quality may differ between different growers.



Mexico

The production of Roma tomatoes has remained consistent over time, thanks to the efforts of California, Baja, and Central/Eastern Mexico. There is an anticipation that the output of Baja will remain stable until September, with a shift towards smaller fruit sizes. The production of roma tomatoes in Central and Eastern Mexico is on the rise, despite occasional disruptions caused by unpredictable rainfall. Baja's tomato growers are currently focusing on optimizing their current fields and shifting towards a greater production of medium-sized tomatoes, while decreasing the cultivation of larger tomatoes. It is expected that volumes will likely remain stable at these lower levels until September. Production in Central and Eastern Mexico is showing moderate improvements, although there is a possibility of occasional rain showers impacting it. In the western region, Baja consistently provides a moderate supply of grape tomatoes, with new harvests anticipated to start in mid-October.



A Fresh Take on Value-Added Distribution

Fruits

Apples

This week, we are excited to announce the addition of Granny Smith, Red Delicious, and Fuji varieties to our ongoing crop harvest. The market is experiencing an upward trend as inventories continue to be low across almost all varieties.



crops left. The quality of this storage crop is subpar, with softer fruit displaying signs of aging. Peruvian produce is being transported to New Jersey and Los Angeles, with shipments expected to start arriving in mid-October. The prime time for Peruvian crops is set to occur during the months of November and December. Meanwhile, the Mexico season is anticipated to increase in early October.

Bananas

The overall quality is exceptional, characterized by robust and constant quantities despite small disruptions in port operations. Unfortunately last week due to the holiday and heavy rains in the Gulf delayed boats from being unloaded and cause inventory and color delays.



Berries—Raspberries

Prices remain consistent. Mexico's quality is expected to improve in the coming weeks, with an increase in volumes anticipated. The quality is satisfactory from Watsonville, but there has been a decline in volumes and it is expected to be completed in the coming weeks.



Berries—Blackberries

Prices in Mexico have remained stable, and the quality of the produce is fair. However, the high humidity in the region is causing the fruit to become soft. The volumes have reached their highest point and will gradually decrease until early October. Watsonville's quality is exceptional, with a steady growth in volumes and peak production.



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Berries—Strawberries

Prices remain consistent, offering excellent quality from Salinas, Santa Maria, and Watsonville. The plants are abundant with flowers, suggesting a bountiful harvest of fruits during the peak in Santa Maria, while the production in Salinas and Watsonville is anticipated to decline further into the fall.



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Berries—Blueberries

Production in the Pacific Northwest is almost complete, with only modified atmosphere storage



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Citrus—Lemons

The pricing remains consistent. The availability of small fruit in Califor-



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nia is expected to be limited until late summer, but imports are helping to meet the demand.

Citrus—Limes

The market is going through a substantial increase, with FOB prices surging significantly this week and continuing to rise. There has been a significant decrease in availability, as the number of crossings through McAllen, Texas has dropped below the usual levels.

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rise in market strength in the upcoming weeks. The market for reds remains stable, with a majority of sizes being extra large and a limited supply of medium-large options. Market stability is anticipated due to high demand.

Melons - Cantaloupe

The cantaloupe market is thriving, showcasing top-notch quality from the California crop. The daily harvest totals have seen a decline as a result of the cooler weather in the growing regions. There is a range of sizes available, including both larger and smaller melons. Take advantage of the current load volume deals as retailers strive to finish the "summer crop" on a high note. California production is set to continue until October 15.



Citrus—Oranges

The pricing is quite steep. The California Valencia crop is nearly depleted, with only a small amount of volume left. Many of the remaining harvests are being packed in boxes of standard grade for juicing purposes. There are limited import options available due to a shipment that was rejected by the USDA and recent extreme weather events in South Africa have also impacted supplies. Chile's crop has been disappointing, with recent arrivals falling well below expectations. Consider providing additional options like apples or grapes. Anticipated relief is expected by late October.

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Melons - Honeydew

The honeydew market continues to thrive, with a focus on larger sizes and a decrease in availability of smaller sizes. Shippers are giving more importance to honeydew contracts, but there might be a shortage of smaller honeydews because of bloom drop. The Arizona crop is projected to be ready for harvest in mid-October, while the crop from Mexico is anticipated to be available by the end of September.



Grapes

The greens market is showing signs of improvement following a period in August where only a limited selection of varieties were offered by most shippers. Higher-quality fruit remains as weaker, older lots have been mostly cleared out. Anticipate a



Melons - Watermelon

There are currently great deals on regional watermelons, especially on the larger sizes (28/36 count). There has been



A Fresh Take on Value-Added Distribution

a high demand, particularly for smaller sizes (45/60), as retailers are actively promoting summer fruit. However, the arrival of cooler weather in California may raise concerns about the quality.

Pears

The availability of California pears is starting to decrease, with Red Pears and Bartletts becoming less common. However, Bosc pears will remain readily available until at least mid-September. Washington is now in the process of harvesting Bartletts, although this year's crop is smaller compared to last year. This decrease in size can be attributed to frost that occurred during the bloom period, particularly in the Wenatchee district. Anticipate the market to maintain its stability with an upward trend in prices.



continues to be a top priority. Costa Rican pineapples are currently facing difficulties caused by a lack of rainfall in the tropical region, as well as delays in port operations on the West Coast that are impacting loading schedules. Finding larger fruit can be a challenge, but there is some good news - Mexican supplies are getting better, even though there are fewer crossings compared to last year.

Stone Fruit

Due to the unusually high temperatures this summer, there is a limited availability of peaches, plums, and nectarines. The peach and nectarine seasons are expected to be shorter this year, concluding in September instead of October. Despite the impact of high temperatures, late-season plum varieties are expected to remain available until November. The pomegranate season is picking up speed, while the kiwi market is bustling as a result of slower packing of controlled atmosphere fruit. Anticipate an increase in kiwi prices in the coming weeks.



Pineapple

The availability of pineapples is increasing, and it is anticipated that there will be sufficient supply during weeks 38-40. Contracted business

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Vegetables

Asparagus

The supply of asparagus in Mexico still leans towards smaller sizes, while volumes from Peru are increasing but also becoming smaller. The harvesting season has commenced in Southern Peru. There continues



to be a strong demand for larger sizes, including XL and Jumbo, with reports of good quality coming from Peru and Mexico.

Avocados

The harvest of Flora Loca crop is contributing to the improvement

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in markets. Prices for 48ct and larger remain high because the peak sizes are 60/70ct. Contrary to the norm, the Flora Loca market is not experiencing an overwhelming influx of produce. This is due to the strict requirement of a minimum oil content of 24% before the crops can be harvested. Additionally, the recent rainfall has hindered the progress of the dry matter in the crops. Expect longer ripening times due to a decrease in oil content, resulting in limited availability of #2 grade fruit during the months of August and September. The Negra crop is coming to an end, with only a limited amount left. Supplies in California are running low and are expected to last only until August. Similarly, Peruvian supplies are also declining. It is important to have flexibility in terms of the country of origin and size, and it is advisable to place orders with ample lead time. Suppliers are closely monitoring averages, and any quantities exceeding the average may be subject to availability.

Bell Peppers - Color

There have been no changes to the supply situation for red, yellow, and orange peppers since last week. In Canada, production is becoming more limited as the season comes to a close and acreage decreases. Central Mexico maintains a steady supply level, with a moderate volume. The quality and sizing have consistently met our expectations from both areas.



Bell Peppers - Green

This week, there is a plentiful supply of bell peppers available in both the



East and West. In the Eastern regions, a diverse range of fruit is being supplied from various states including New Jersey, New York, Michigan, Tennessee, and North Carolina, among others. Most areas are not facing any major issues in terms of quality or size. In the Western region, there is a good supply of crops, ranging from moderate to strong. Growers in the Oxnard and Arroyo Grande areas have commenced their harvests. The quality is outstanding, with the newer growing areas producing larger sizes. Furthermore, the Washington State program is currently running at maximum capacity, consistently delivering top-notch products.

Broccoli

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There has been a gradual improvement in broccoli supplies this week, and it is anticipated that the market will become more relaxed as we approach the weekend.



Brussel Sprouts

There has been an improvement in Brussels sprout supplies this week, resulting in a more favorable market situation. Anticipate a continuation of strong quality and supply into the upcoming week.



Cabbage

We have a consistent supply of high-quality products from Oxnard and Salinas. The markets and supplies are projected to maintain stability in the upcoming weeks.



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Carrots

The Cuyama/Santa Maria area, the primary growing region, will maintain its production until almost November. Although jumbos and cellos come with higher prices, regular business is being maintained. There are ample supplies of baby and snack packs, which is great news as schools reopen.



a scarcity of supply in the coming weeks due to a heightened market.

Cauliflower

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There is still a shortage of supplies. There has been a rise in demand, with supplies being sourced from Salinas and Santa Maria, as well as some from Mexico. The reported quality is considered fair, but there may be limitations in supply due to the recent increase in market pricing in the upcoming weeks.



Cucumber

There has been a decrease in volumes, as Eastern local deals are coming to an end and Baja is generating limited supplies. The movement of crops towards the southern regions will commence, starting with the North Carolina region next week. October is when the Nogales cucumbers are anticipated to become available.



Celery

As the week starts, the market remains stable in Southern California and Salinas, offering a variety of sizes. There are excellent pricing options available in Oxnard/Santa Maria, with shippers offering flexible deals. This is a fantastic opportunity to promote your products or services. Quality remains consistently high among various shippers.



Eggplant

Due to the warmer weather conditions in certain parts of the East, eggplant production has been affected, leading to a decrease in supply in areas such as New York and New Jersey. Additionally, there are product options that can be found in the southern regions. Our Eastern North Carolina program is poised to begin with Fall crops in just a few weeks and is anticipated to make a significant contribution to stabilizing the supply. Although there has been a decline in volumes, the quality of work continues to be exceptional in various areas. California's production in the Western region remains limited, with fruit being sourced from the Fresno and Selma areas. Our Washington State partner is currently experiencing a significant increase in volumes and outstanding quality, especially in larger-sized fruit. This will help ensure a balanced overall supply, ensuring availability despite the shortage in California.



Cilantro

There is a limited supply available, and the quality reported is only fair. There has been a surge in demand, with supplies being shipped out of Oxnard and Salinas. There will likely be



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Green Beans

Green bean supply in the Eastern regions is being affected by the cooler weather and seasonal transition, leading to a decrease in availability. With the conclusion of the seasons in New York and Michigan, Pennsylvania, Tennessee, and Virginia have emerged as the primary sources. However, it is important to note that their supplies are currently limited. Availability is also restricted in the Western region. Several California growers are currently grappling with shortages due to the recent surge in temperatures, while Washington State is also dealing with a temporary gap in supply that is expected to last for a week. However, Oregon has been providing a supply of beans to help alleviate the shortage. Typically, the supply of green beans is quite restricted, with both the Eastern and Western regions encountering challenges in production.



Green Onions

There is a continued scarcity of green onions due to supply problems in Mexico caused by the extreme heat in the growing areas. Anticipate limited availability of supplies until the following week.



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Kale

There is a prediction that there will be a plentiful supply of kale this week and next, and it is expected to be of high quality. The market is anticipated to stay stable during this time.



Lettuce—Tender Leaf

The supply remains consistent, with a range of quality and strong demand from Salinas and Watsonville. Consistency and availability of resources are anticipated to remain stable.



Lettuce—Iceberg

The market was expected to increase at the beginning of the week, but overall, it remains stable. The quality remains consistently high, with weights varying between 39 and 45 pounds, depending on the supplier. There have been some instances of discoloration and misshapen heads reported. There are no anticipated price increases for value-added items this week or next.

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Lettuce—Leaf

Supplies are keeping up with the growing demand. Anticipate the arrival of more compact and lightweight options in the upcoming weeks, with positive reports of high quality products in the market.



Lettuce—Romaine

Supplies remain consistent, with a range of quality from fair to excellent. There is a strong demand from both Salinas and Santa Maria. Anticipated to stay consistent in the upcoming weeks as a result of enhanced quality and weights. There is a higher level of activity in the markets for hearts.



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Mushrooms

The weather has greatly improved the quality and supply of brown and white, suggesting a consistent availability for the upcoming months. Now is an opportune moment to advocate.

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weather in the northern areas has caused a slowdown. However, there is hope for relief when Georgia's harvest begins later this fall. In the western region, there is a sufficient supply of fresh produce from various locations such as Baja, Central Mexico, Washington State, and California. The overall quality of the products is good.

Onions

The crops grown in all regions have consistently high quality, and there is a stable demand for them. California and New Mexico are moving towards the Northwest region, and storage crops are anticipated to begin soon. There has been a noticeable rise in market pricing for larger sizes, particularly Colossal and Supers, as supplies remain limited. It is highly advisable to plan orders in advance and maintain extra stock. This will also have an impact on Precut.



Potatoes

The Idaho market is experiencing a slight increase in demand for larger sizes with excellent quality. The early forecast for the upcoming season indicates a decrease of 0.4% as growers have chosen to plant fewer acres. Despite the decline, Idaho is projected to maintain a high level of availability. The USDA is anticipated to release its initial estimate for 2024 in early November.



Mini Sweet Peppers

Canada has a limited supply of mini sweets, while there is a moderate supply coming from Baja. There are currently limited availability and it is expected to remain the same for the foreseeable future. Fortunately, our program in Washington state will be starting in the next 5-7 days. The fruit seems to be of exceptional quality, with impressive sizing and overall excellence. This will be a valuable addition to the local supply.



Squash-Yellow & Zucchini

There has been an upward trend in pricing. As autumn approaches, production is gradually slowing down. Harvesting of fall crops in Eastern North Carolina is set to begin in 7-10 days. Santa Maria, California, and Baja, Mexico, are known for their high-quality produce and large production volumes. Production in mainland Mexico is anticipated to resume by late September or early October, weather permitting.



Peppers-Chilis

Supply in the eastern regions is currently limited, as cooler



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Organics

Roma

Organic Roma tomatoes are available from both Baja and Central Mexico. However, because of quality concerns, Baja's tomatoes cannot be transported, leading to Central Mexico becoming the primary supplier. Currently, production levels are still relatively low, but there are encouraging indications of future growth. This is because a new grower is about to join us and help boost our production. This will significantly improve the ability to meet demand and enhance supply efficiency.



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Organic Mini Sweet Peppers

There has been a noticeable increase in the availability of organic mini sweet peppers this week, as production from Baja has slightly expanded. There have been recent advancements in addressing green cast concerns, and the quality is now reported as excellent.



Grape Tomatoes

There has been a recent increase in the availability of organic grape tomatoes, as they are now being sourced from both Baja and Central Mexico. The overall quality is acceptable, although there have been occasional concerns about splits and shrivel on certain high-color prod-



Organic Mini Cucumbers

There is still a limited supply of organic mini cucumbers from Baja. The quality of the products may differ, particularly for items that are packaged directly at the farm. On the other hand, products that are sold in bulk generally offer higher quality.



Your Texas foodservice solution.

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Flowers—Every Day Program

- Fixed pricing programs
- Various price points focused on shopper demographics
- Customization capabilities



DiMare Fresh Locations



Dallas/Fort Worth
4629 Diplomacy Rd
Fort Worth, TX 76155
Tel. 817-608-0010



Houston
9221 Park South View
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